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★ MAY 25 1927 ★

ANNUAL CATALOG
SMALL FRUIT
PLANTS

1927

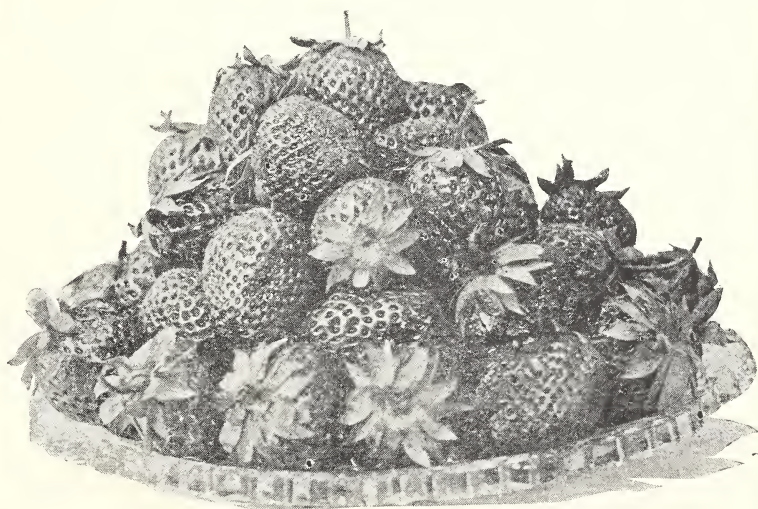
**STRAWBERRY PLANTS
A SPECIALTY**

1927

THE E. W. POTTER CO.

LESLIE

MICHIGAN



If you would eat Strawberries, you must grow them

LOOK!

200 PLANTS FOR \$1.00

No. 1

50 GIBSON	}	\$1.00
50 KING WEALTHY		
50 DR. BURRILL		
50 AUGUST LUTHER		

No. 2

100 COOPER	}	\$2.50
100 STEVEN'S LATE CHAMP.		
100 BEDERWOOD		
100 GIBSON		
100 PREMIER		
25 plants FREE, any variety in catalog		

No. 3

200 DUNLAP	}	\$5.00
200 KING WEALTHY		
200 GIBSON		
200 MARSHALL		
200 EXCELSIOR		
25 plants FREE, any variety in catalog		

No. 4—Special Offer

WHAT EVERY HOME GARDEN NEEDS

50 STRAWBERRY PLANTS	\$.35
50 CUTHBERT RASPBERRY50
50 ELDORADO BLACKBERRY50
12 GLADICLI BULES25
	<hr/>
	\$1.50

GREETINGS--1927

This book will be mailed to several thousand Fruit Growers and home owners throughout the United States this year and we only wish it were possible to pay every one of you a personal visit. We are both interested in the same thing—Better Fruit and More of It—and we know we could have an interesting little chat.

The world has undergone a lot of changes since we began growing strawberries, and the strawberry business is handled entirely different than in early days. Times have changed and strawberries are not planted in as large quantities as in former days. Consequently we have arrived at the point, where if you want strawberries to eat at all, you must grow them yourself.

It is not much of a job to take care of a strawberry patch if you don't pick them all and some go to waste, what is the difference, just so you have all the strawberries you want for your own use? However, if you will let your neighbor know, you can always get a fair price, and they pick them themselves.

Many catalog houses have almost everything for sale and they purchase most of it, but we grow our own stock, and you are sure to get plants from first hands. From our long experience we can produce much better plants than in early days. There are always many conditions to overcome. No two years alike. We treat our customers all alike and want to assure you that we appreciate your business.

If you are reading our catalog for the first time, you at least recognize the old names and thus feel you are on familiar ground. Our many years as Nurserymen have given us a certain respect for these names, and we cannot approve of marching them out under strange titles.

We hope our catalog interests you and if you want any other information be free to write us at any time. We can guarantee satisfaction and want your trade.

Sincerely,

THE E. W. POTTER COMPANY

STRAWBERRY CULTURE

MATING

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.), set every third or fourth row to properly pollinize the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts; but this is not so. The perfect are self-pollinizing, and bear as well if set by themselves.

Here it is not our purpose to try to tell you all there is to know about growing strawberries. Many Books would be too few to hold all that might be written. It is our intention only to give you the outlines; tell you the things you must do, if you do nothing else. For all the rest we must refer to the many most worthy books and magazines which deal with these matters. Every strawberry grower ought to have a good fruit paper. If we can set you straight at the beginning on the things which are the most important of all we will be happy to have done so. First and foremost though, remember that you must have select, high quality, sturdy plants; these lacking you are all wrong.

SOIL CONDITIONS

Generally speaking, any soil that will produce a good crop of corn or potatoes will produce a good crop of strawberries. It must be well drained, for it will longest keep the moisture the strawberry plant must have. Choose a good length of time. Remember that the strawberry ripens at a time when you may reasonably expect drought. Provide, therefore, far in advance for this very thing. Take lots of pains. Your strawberry crop is of more value than the ordinary farm crop. It will, therefore, repay more completely any work you put on it. Get the soil in perfect condition; supply it with the necessary plant food.

MANURING THE GROUND

When the soil is at all deficient in fertility, we would advise well-rotted stable manure. If possible, apply it the year previous to setting out the plants and grow some crop that must be thoroughly cultivated or hoed. This will put the soil into the best possible condition for the strawberry plant. We would caution against the use of new stable manure, for the reason that it contains so often a great many weed seeds which will cause trouble later.

FITTING THE SOIL

Have the manure spread; the next step is thorough pulverization of the soil. Plow or spade to an even depth; in shallow soil six inches, in deep soil eight inches is not too much—but break evenly. Crop results depend greatly upon the breaking of the ground; a piece of ground unevenly broken cannot be brought into perfect ideal condition. Harrow thoroughly two or three times—do it again if you want to; you can't get it too fine for good results. We generally harrow with the furrows, then diagonally each way. We then follow with a heavy roller. If you have no roller at hand, a plank drag or "float," as we call it, will serve, if heavily weighted. This firming of the ground is very important. It is almost impossible to set plants properly if the soil is not reasonably level and firm at the surface. Easy to do all this work at the beginning and it counts all the time your strawberry bed is there.

"MARKING OUT" FOR PLANTS

Do it any way that will give you a straight, shallow mark to set by. Don't forget that a straight row means easy cultivation by and by. We use a light sled with three runners, one in the middle and one on each side, giving us rows four feet apart. It makes a very satisfactory implement for the purpose.

SETTING THE PLANTS

Of course, you have been taking good care of them since you got them. If possible set them at once. If packed properly, as all ours are, they will be in first-class condition for setting when you take them out of the moss. When your ground is thoroughly prepared, smooth as a floor and marked in rows, setting of the plants themselves is a simple operation, but an important one. Do it yourself unless you can find some one who can do it better. A little practice makes the work easy and rapid. Take out plants in a basket or some other convenient carrier; moisten the roots. If the roots are very long, they should be cut back two or three inches, depending on the size of the plant. The plant should be held by the upper part of the crown, make an opening with a dibble or spade just large enough for the roots, then lower the plant until the crown is even with the surface. Press the soil with your foot firmly to each side of the plant to close the entire opening. Don't leave any airholes to take out all the moisture and dry the roots.

CULTIVATE THE STRAWBERRY BED

Cultivation should begin soon after the plants are set and repeated at least every 8 or 10 days. Clean and shallow cultivation is the watchword of the successful strawberry culture. You should cultivate as soon after rains as the ground is fit. The soil condition should always determine the time of cultivation. Don't allow a crust to form, if possible. Weeds are a blessing in disguise—they compel you to cultivate. Don't forget the hoe.

WHEN TO MULCH

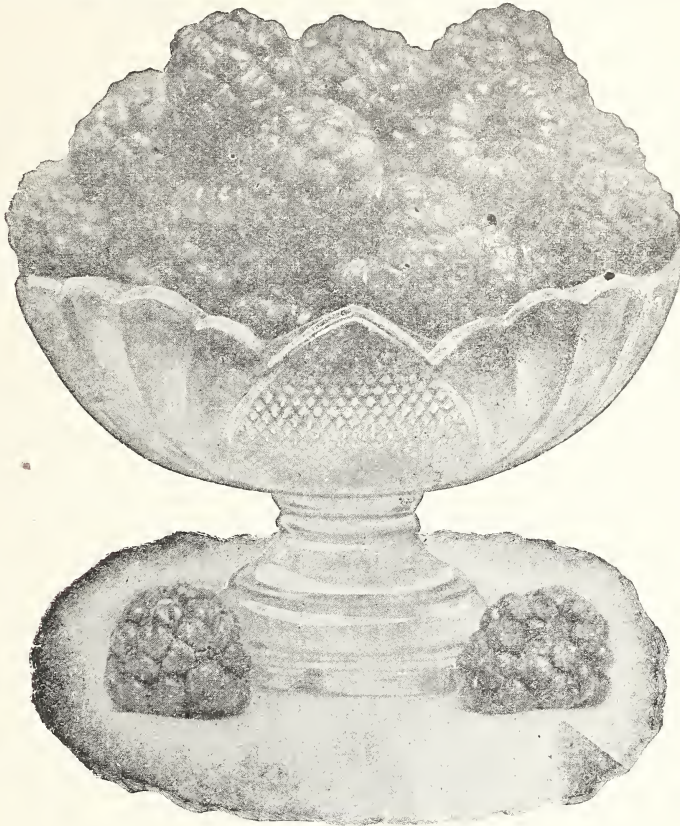
Mulching the plants is one of the important features to be considered and we cannot lay too much emphasis on this point. In northerly latitudes where freezing and thawing begin early to alternate, as well as in those colder sections where freezing weather comes to stay a while, mulch should be applied soon after the first hard freeze in the fall, but in the South where mulching is done to retain moisture and keep the fruit clean, it need not be done until shortly after the buds open.



Perfect Blossom



Imperfect Blossom



1 Tempting Dish Of Cuthbert Red Raspberries

The Cuthbert Red Raspberry is the standard among reds. They are very vigorous, healthy and productive. The berries are very large, deep red in color and of the very finest flavor. It is the ideal variety for table use and canning. It ripens midseason and continues to very late. It is very IMPORTANT to have the plants shipped as early as possible in the spring. If not ready to plant when your order arrives the plants may be heeled in the ground and kept until ready. Plants shipped early go through in better shape before the new sprouts have started. Dozen—40c; 50—\$1.00; 1M—\$12.50; 2M or over—\$10.00 per m.

OUR RASPBERRY FIELDS HAVE BEEN INSPECTED TWICE BY THE
STATE INSPECTOR DURING THE PAST SUMMER AND
PRONOUNCED FREE FROM DISEASE BOTH TIMES

BLACK RASPBERRIES

PLUM FARMER—

One of the new varieties of Black Caps. It has given great satisfaction and growers are enthusiastic over it. A vigorous grower and hardy. The fruit is large like Cumberland, but a little earlier season. Per dozen—40c; 50—\$1.00; 100—\$2.00; 500—\$10.00; 1M—\$20.00.

CUMBERLAND—

This is a valuable variety, well tested throughout the country. It is very hardy and productive. The fruit is very handsome and is sure to bring a good price. Per dozen—40c; 50—\$1.00; 100—\$2.00; 500—\$10.00; 1M—\$20.00

BLACKBERRIES

The culture is about the same as the Raspberry. The canes should be pinched back when they reach the height of 3½ to 4 feet. They should be planted in rows 6 or 7 feet apart and 3 to 5 feet in the rows.

ELDORADO—

This is undoubtedly one of the best blackberries. Its large size and delicious quality puts it far in advance of some other varieties. It is very hardy and never winter kills in northern climate. The berries are large, jet black, borne in large clusters and ripen well together. Dozen—40c; 100—\$2.75; 1M—\$25.00.

CERTIFICATE OF NURSERY

INSPECTION

THIS IS TO CERTIFY, That we have examined the nursery stock and premises of The E. W. Potter Co., Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

This certificate to be void after July 31, 1927

STATE DEPARTMENT OF AGRICULTURE

Agricultural College, Michigan, August 13, 1926.

TESTIMONIALS

ALWAYS GIVE SATISFACTION—

Lincoln Co., Mo., Jan. 6th, '26

THE E. W. POTTER CO.,
Leslie, Michigan,

Gentlemen:—

Please send me the following order - - - - -
For years I have bought my plants from you and they have always given
fine satisfaction.

W. H. Jackson

WERE WELL PLEASED—

Audrain Co., Mo., May 3rd, '26

THE E. W. POTTER CO.,
Leslie, Michigan,

Gentlemen:—

The plants I ordered came all O. K., we were well pleased with them.

Thos. S. Pearson

MUST SAY POTTER SENDS OUT GOOD STOCK—

Norfolk, Co., Mass., May 7th, '26

THE E. W. POTTER CO.,
Leslie, Michigan,

Gentlemen:—

I must say Potter sends out good stock. I am sending you a Post Office
order for what is due you. Many thanks.

Eugene Clark

THE BEST PACKED BUNCH I EVER SAW—

Pulaski Co., Ind., May 3rd, '26

THE E. W. POTTER CO.,
Leslie, Michigan,

Gentlemen:—

The plants I got from you were the best packed bunch I ever saw. We
expect to make every plant grow.

E. M. Vail

ALL O. K.—

Harden Co., Ky., April 29th '26

THE E. W. POTTER CO.,
Leslie, Michigan,

Gentlemen:—

I received the Strawberry and Raspberry plants and they are all O. K.,
and have them all out in good shape.

John W. Clarkson

GLORIOUS GLADIOLI

THE FINEST OF ALL SUMMER FLOWERING BULBS AND THE
EASIEST TO GROW

SPECIAL BARGAINS

GLAD COLLECTION NO. 1	100 Large Bulbs	\$2.00
GLAD COLLECTION NO. 2	35 Large Bulbs	1.00
A SPECIAL MIXTURE	100 Good Bulbs	1.50

	Price Each	Doz.
America—Delicate pink tinted lavender	5c	50c
Crackerjack—A deep red with yellow spotted throat	5c	50c
Mrs. Frank Pendleton—Large flower, delicate pink, carmine blotch	10c	75c
Halley—Early, large salmon pink	5c	50c
Peace—A very large, late, white, with fine carmine marks	5c	50c
Roanoke—Fine yellow	3c	25c
Panama—A large, light pink, tall spike	10c	\$1.00
Schwaben—Large, sulphur yellow, small red spot in throat	10c	1.00
War—Deep blood red, very large flower	10c	1.00
Chicago White—nearly pure white	5c	50c
Lee Marshall Foch—Delicate pink	8c	75c

PECK'S EARLY POTATOES

We have grown this extra early variety for many years and can strongly recommend them. They grow uniformly large and the yield is better than any early variety we know of. If you want a sort that will ripen early, and a heavy yielder of good quality, try them. They are pinkish in color and resemble the early Ohio. Per bushel

\$2.50

YELLOW DENT SEED CORN

This has been a very unfavorable season for the corn crop. The season was so late that the frost came before the corn had a chance to ripen. We hear of very little corn fit for seed. We were fortunate in getting our corn planted early and we have secured a limited amount of very fine seed corn. This corn has been selected and only the very best is offered. It is a heavy yielder of medium sized ears, handsome appearance of rich yellow color. It is an early variety and will mature in ninety days.

Shelled, per pound

10c

TERMS, ADVICE, ETC.

Our Shipping Season begins with the southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it with us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

TERMS—Cash with orders, but orders will be booked if one-fourth value is enclosed, the remainder to be sent before shipment. C. O. D. orders require one-fourth value with order. Send remittance at our risk by post-office order, express money order, bank draft or registered letter. Stamps taken for parts of a dollar.

Claims, if any, must be made upon receipt of goods so that mistakes, should any have been made, may be promptly corrected. We take great pains to avoid mistakes, but should any error have been made, please notify us of the fact at once.

Canadian Shipments accompanied with invoice, owing to the duty, with charges guaranteed to avoid delay. Please do not send Canadian stamps.

For Our Responsibility address with stamp the People's Bank, Leslie, Michigan, postmaster, express agent, or any official, professional or business man of the same place.

We Grow Our Plants in a New Place Each Season, rotating with clover and other crops of good soil that is still new and capable of producing well balanced, best grade plants—the kind we advertise.

We Maintain Our Grade by a careful selection of stock plants, and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

Our Plants Are Fresh Dug as wanted, nicely trimmed, ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we guarantee safe arrival in good condition by express or mail to all parts of the United States and Canada. Plants by freight at buyer's risk.

True To Name. We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than the amount paid for such stock.

Our Prices Average Lower than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Department of Agriculture. Read our unsolicited testimonials. We invite investigation at all times.

CUSTOMERS, PLEASE NOTICE!

If plants are wanted by parcel post, postage must be added as per table.

IMPORTANT

In remitting postage, always add it to the foot of the order as a separate item. This will help to avoid mistakes. Your local postmaster will inform you what zone you are in from Leslie, and you can add for postage accordingly.

Plants vary so much in weight, as some varieties make small plants, while others make large, that it is impossible to give you the exact weight.

We have tried to give you an approximate estimate of the weight of different plants.

Packages weighing over 5 pounds going beyond the fifth zone will go cheaper by express.

Do not ask us to ship large orders by parcel post.

Be sure to send enough postage.

Fifty pounds can be shipped in the first and second zones, and twenty pounds to all other zones.

	First pound or fraction	Each additional pound or fraction
1st zone within 50 miles of Leslie, Michigan	5c	1c
2d zone 50 to 150 miles of Leslie, Michigan	5c	1c
3rd zone 150 to 300 miles of Leslie, Michigan	6c	2c
4th zone 300 to 600 miles of Leslie, Michigan	7c	4c
5th zone 600 to 1000 miles of Leslie, Michigan	8c	6c
6th zone 1000 to 1400 miles of Leslie, Michigan	11c	10c
7th zone 1400 to 1800 miles of Leslie, Michigan	11c	10c
8th zone all over 1800 miles of Leslie, Michigan	12c	12c

ESTIMATED WEIGHT OF PLANTS

50 Strawberry Plants	2 pounds
100 Strawberry Plants	4 "
100 Blackberry Plants	6 "
100 Raspberry Plants (Sucker)	6 "
100 Raspberry Plants (Tips)	8 "

OF IMPORTANCE TO CUSTOMERS

SUBSTITUTION—

We desire to furnish each customer exactly what he orders, but sometimes find the variety all sold before his order is reached. If marked "no substitution," we are obliged to disappoint our customers by returning money late in the season, although able to supply another sort of like season and of equal if not greater value. In such case, except for new varieties for testing, unless the order is marked "no substitution," we will understand you desire us to use our best judgement for your benefit, and we will, if thus permitted, give extra count or include something new and valuable.

LOST ORDERS—

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, **PLEASE WRITE PLAINLY**, giving full particulars, **NAME AND ADDRESS**.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, **PLEASE WRITE PLAINLY**, especially your name.

SETTING PLANTS IN THE FALL—

We are anxious at all times to please our customers, who in some way fail to get their plants in the spring, by sending them a few in the fall. However spring is by far the best time to plant strawberries. Spring planting is preferred because weather conditions are more favorable and because the plants come into bearing the next season. Fall set plants have to go through two winters before they start to fruit and the effect of winter is never beneficial to their plantation. To those who are unfortunate and do not obtain their plants in the spring, we will gladly supply their needs at double the price in catalog.

NORTHERN GROWN PLANTS—

A strawberry plant is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while the strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

REMOVING THE BLOSSOMS—

Strawberry plants that are set out this spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossom your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

NUMBER OF PLANTS REQUIRED TO SET AN ACRE—

1 by 1 foot, 43,560	4 by 1 foot, 10,890	5 by 3 feet, 2,904	6 by 5 feet, 1,452
2 by 1 foot, 21,780	4 by 2 feet, 5,445	5 by 4 feet, 2,178	6 by 6 feet, 1,210
2 by 2 feet, 10,890	4 by 3 feet, 3,630	6 by 1 foot, 7,160	7 by 1 foot, 6,122
3 by 1 foot, 14,520	4 by 4 feet, 2,722	6 by 2 feet, 3,360	7 by 2 feet, 3,111
3 by 2 feet, 7,260	5 by 1 foot, 8,712	6 by 3 feet, 2,420	7 by 3 feet, 2,074
3 by 3 feet, 4,840	5 by 2 feet, 4,356	6 by 4 feet, 1,815	7 by 4 feet, 1,555

A WORD ABOUT VARIETIES

If you are an experienced Fruit Grower and will look over our list of varieties, I am sure you will agree that it is "A Selected List of Prize Fruits." We never offer a variety to our customers without testing it thoroughly. If you are not experienced and do not know what varieties will do best under your particular conditions, write us, giving kind of soil, slope and location, we will then name varieties which will prove most profitable.

And Just A Word About These Descriptions

First of all, we have tried sincerely to make them really say something, to be precise and informative. If a certain variety does not perform well on heavy soil, we try to summons up the courage to say so, if on the other hand, we have the honor of offering a new variety which is resistant to the several serious disadvantages, we take time enough to explain just how it all came about, giving credit where credit is due.

STRAWBERRIES WE GROW

ABINGTON (Per.)—

We have fruited Abington for years and find it a strong grower, with large luxuriant foliage. The fruit is large, quite similar in size and shape and color to Sharpless, but more abundant. (Mid-season.)

AROMA (Per.)—

One of the most popular late varieties. A good plant and a good bearer of large, handsome fruit bright red in color; uniform roundish heart shape; firm and of good quality. Somewhat resembles Gandy in appearance. A choice variety and reliable.

AUGUST LUTHER (Per.)—

A good grower and reliable. Fruit large, glossy bright red, firm and of good quality. This berry comes early, always making a good crop before berries lower much in price, and for several years has been our choice for early market among the standards.

BUBACH (Imp.)—

Fruit large, moderately firm, good color and quality well known standard variety; productive and reliable. Mid-season. We are nearly always sold out of this variety before the season is over.

BEDERWOOD (Per.)—

Well known standard early market variety. A tough, healthy grower. Very successful especially in the west prairie country. Fruit medium to large size round, bright red, good quality. A good carrier and very productive.

BRANDYWINE (Per.)—

Fruit large, dark red, quite firm, good quality. Not always at its best in some sections, but a good variety in others; requiring strong loam soil and high culture for best results. Medium late.

CAMERON'S EARLY (Per.)—

Extra early. This fruit is of good size for so early a berry; medium red in color and of good quality. A vigorous grower, with a tall foliage to protect the bloom from late frosts. Productive and reliable.

CLYDE (Per.)—

Very productive. Fruit large, round, bright glossy red. Large, healthy plants. Well known standard market variety. Mid-season.

CAMPBELL'S EARLY (Per.)—

Very early. This variety produces a good crop of large bright red berries. Worthy of trial.

COOPER (Per.)—

Mid-season. Plants are strong growers and very productive. The fruit is large, beautiful in color and has a delicious flavor.

COMMONWEALTH (Per.)—

Very late. James Munroe (the introducer) in his description says the Commonwealth in the outcome of the desire and effort to produce a berry that would lengthen the strawberry season. In it we have a berry that is as large as the largest, as productive as any, has fine flavor, as solid, and as dark a color as any. The plant is a strong grower, but not so rank as some. The fruit is large, firm, dark color and very handsome. Later than Gandy.

CORSICAN (Per.)

This is a favorite variety especially around Rochester, N. Y. The plants are large and good growers. Fruit large, longish heart shape, good quality; stands shipment well. Mid-season. Very similar in plant and fruit to Uncle Jim. A good variety.

CHESAPEAKE (Per.)—

If this variety was a better plant maker it would be the leading late berry, for it has ~~been~~ all beat for size, productiveness and quality. We have tried it on all kinds of soil, but fail to get a good plant row. We hear similar results from other sections. The berry is large and regular in shape; color bright red. Quality much better than Gandy.

DR. BURRILL (Per.)—

This variety stands among the very best in the mid-season strawberries. Several dealers say as good as Dunlap or better. It resembles Dunlap in many ways. It is exceedingly productive, of medium to large, well shaped, glossy red. Through and through we have yet to hear a poor report on Dr. Burrill.

EXCELSIOR (Per.)—

The well known standard early market variety. Plants vigorous, making many runners. Fruit medium to large size; round; dark red; firm; quite tart. Reliable and productive.

EARLY OZARK (Per.)—

Early. The introducer of this berry says it is a cross between Excelsior and Aroma. He further states that it is a perfect bloomer and has very large blossoms that are rich with pollen. It is the largest extreme early variety I have ever tested. The plants grow strong and are healthy. The fruit is firm, excellent flavor and good color, being bright red, about the same as the Aroma. It is said to be very productive. The fruit is large, good color, and firm.

GANDY (Per.)

Fruit large, firm, high quality and handsome. A good grower and productive. The well known standard late shipping berry.

GLEN MARY (Imp.)—

Fruit large, dark red, quite firm and good quality. A good grower, productive and reliable. This variety has small stamens, sufficient for itself, but not to fertilize adjoining pistillates, and so we class it as an imperfect bloom. Mid-season to late.

GIBSON (Per.)—

This is not the old variety of that name which originated in eastern New York several years ago, but a distinct variety of local fame. The berry is large and regular in shape, holding its size well to the end of the season. Color rich red. Flavor is neither too sweet nor too sour, but just right for canning. It makes a good plant row and is worthy of trial.

HOWARD NO. 17 (Per.)—

Fruited here for the first time. Produced good size fruit of fair quality. Large, stocky plants, making a good fruit row. Worthy of trial.

HAVERLAND (Imp.)—

Very productive. Large fruit, rather long; bright light red; firm, good quality. Plants large and vigorous. Well known standard variety and reliable. Season early to late.

KING WEALTHY (Per.)—

Very late. A new variety. Our introduction. Makes good fruit row. Has a strong staminate blossom, fruit large, handsome, well shaped, and dark red. Fine for canning. Worthy of trial.

KELLOGG'S PRIZE (Imp.)—

This Pistillate variety is claimed to cover a long season. After giving it a good trial we find it to be a variety of great merit. It was one of the best varieties we fruited the past season. The plants are strong growers and very productive. The fruit is high color, fine flavor and very large. Quite late

LUPTON (Per.)—

Late. A large very handsome berry and an excellent shipper. The berries average about as large as Chesapeake.

MARSHALL (Per.)—

A standard of quality. Vary dark red; heart shape, firm and of high quality. A moderate plant maker of large, stocky plants.

PARSON'S BEAUTY (Per.)—

A good healthy grower and an immense cropper of large, solid, dark red berries of good form and quality. There is probably not a variety among the standards that will outyield it, or a more reliable. A first-class variety, with a long season.

PENNELL (Per.)—

Fruit large, nearly round; dark, rich color; firm and of the very highest quality. We think more of the Pennell every year. It always bears abundantly and is one of the varieties to which we direct friends who visit us at fruiting, who want something extra fine. Grow Pennell on strong loam and be surprised with the large size and excellence of this berry. An all-season variety.

PRIDE OF MICHIGAN (Per.)—

Mid-season. From Mr. Baldwin of Bridgman. There seem to be two varieties by this name, but as the Kellogg strain is similar if not identical with New York, which was discarded by us some time ago, we will only offer the Baldwin strain. The berries are large, rather oblong, very bright red, glossy, and beautiful; it being very firm, makes it an excellent shipping berry. The plant is vigorous, making a good fruiting row in any kind of season.

PREMIER (Per.)—

An early variety, being large of extra good quality, and color being fine, which makes it a good shipping berry. We consider this one of the larger of the earlier varieties. The berries are firm and beautiful in form and have few weak point. Has extra long season and is worthy of trial.

ST. LOUIS (Per.)—

While some claim this variety is a second early, we find it extra early and one of the first to ripen. We have been highly pleased with it for some time and can recommend it as Queen of Earlies. This berry is not firm enough for long shipping, but as it has so many good points every grower should plant some. Mr. Bauer, the introducer, claims to have grown them so large that twelve of them would fill a quart basket. As grown here, it makes a strong, healthy plant, with plenty of runners. Fruit very large for such an early berry. Light red color, nearly round and good quality.

STEVEN'S LATE CHAMPION (Per.)—

A variety that is a splendid, healthy grower, with tall, dark green foliage and long runners. The fruit is large and fine, resembling Gandy. Firm and of good quality, outyielding Gandy here last year and selling at the highest prices. It is certainly a good variety.

SAMPLE (Imp.)—

Standard market variety. Mid-season to late. Fruit large, roundish conical; bright glossy red; moderately firm and of good quality. A good grower. Productive and reliable.

SENATOR DUNLAP (Per.)—

This variety has given general satisfaction in almost all sections and all kinds of soil, and the demand for plants increases each season. It makes plants of only medium size but tough and hardy, with long roots and a surprising capacity for enduring hardships. It is very productive and usually matures every berry. They are of good size, bright glossy red, and of excellent quality. It is a first-class shipper and retains its brightness after being picked. It ripens early and continues a long time in fruit. It is grown largely as a commercial berry.

UNCLE JIM (Per.)—

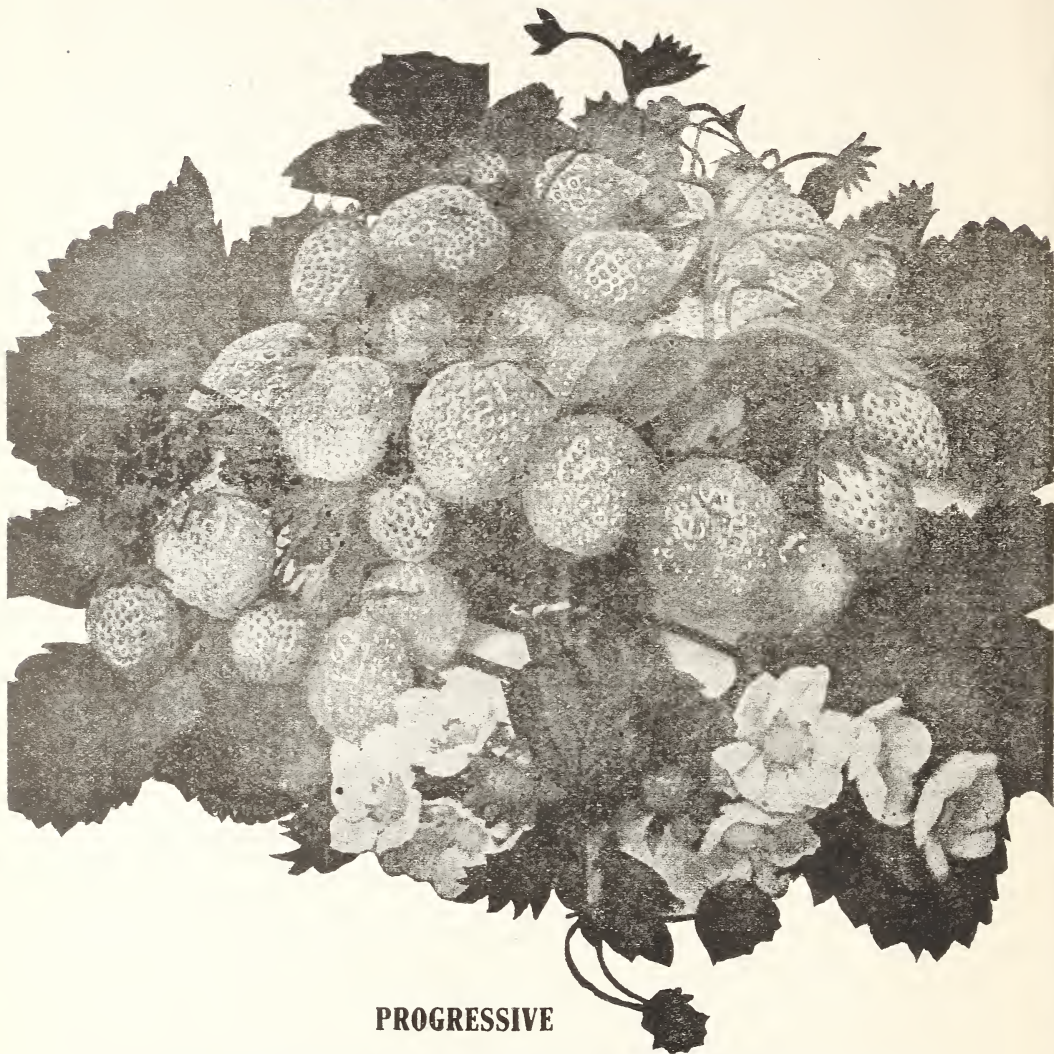
This variety is an excellent grower of large, stocky plants. The roots grow down deep in the soil, making it very popular in sections with limited rainfall. The fruit is very large, high colored and of excellent quality. It is famous for its delicate, rich, sub-acid flavor which makes it possible for the most confirmed dyspeptic to enjoy. We can recommend this variety to those looking for large, fancy fruit.

WARFIELD (Imp.)—

The well known standard shipping and canning berry. Plants are vigorous and productive. Fruit nearly round, dark glossy red, firm and of good quality. Mid-season. This and Dunlap make a good, strong team.

WML BELT (Per.)—

This variety is large planted in some sections, while in others it is inclined to rust. It is a fancy variety that always brings fancy prices. It is quite productive, berries very large, roundish conical, color a bright glossy red, and the flavor good. Mid-season.

EVER BEARING STRAWBERRIES**PROGRESSIVE**

Order Progressive and have Shortcakes in September and October.

The Everbearing Strawberry has been tested in every locality and has proven its value in every place where fair attention has been given it. The plants are absolutely hardy and with ordinary conditions you will get as good a crop in June as from the June varieties and with fairly favorable weather you will get berries from July until freezing weather. They will stand more freezing than other sorts. Try them.

PROGRESSIVE (Per.)—

This is a vigorous, thrifty grower making a matted row of 2 or 3 ft. wide. In fact, the best plant maker of all the fall bearing kinds. The color of the foliage manner and habit of growing somewhat resembles the Dunlap. The fruit is medium to large in size, of a deep, dark glossy red. The quality of the fruit is not ordinary or medium, but is extraordinary, ranking with the very best. Mr. Harlow Rockhill of Iowa is the originator of this wonderful variety and he has reason to be proud of it. He says, "Progressive is a leader in the country." Keep blossoms picked off until about July if you want a full crop.

AMERICUS (Per.)—

One of the best known and the most prominent of the Everbearing. A seedling of the Pan-American. Plants are strong and deep rooted. The fruit is firm and medium to large in size, light red, and extra good quality. It is a fairly good plant maker. It will produce fruit on the new plants as soon as well rooted.

PEERLESS (Per.)—

A variety which has proven successful. Plants are strong and deep rooted. It resembles Superb both in fruit and manner of growing.

THE E. W. POTTER CATALOG

1927 PRICE LIST—Strawberries

These Prices Are all F. O. B., Leslie, Michigan

P—for Perfect; I—for Imperfect

500 at 1,000 Rate			50 at 100 Rate		
Name—					
Aroma	P	12	25	100	250
Abington	P	\$0.15	\$0.25	\$0.70	\$1.60
August Luther	P	.15	.30	.75	1.85
Americus	P	.15	.25	.65	1.50
Bubach	I	.30	.45	1.30	3.00
Brandywine	P	.15	.30	.75	1.80
Bederwood	P	.15	.25	.70	1.60
Chesapeake	P	.15	.25	.65	1.50
Clyde	P	.15	.25	.75	1.80
Corsican	P	.15	.25	.70	1.60
Campbell's Early	P	.15	.25	.70	1.60
Cameron's Early	P	.15	.25	.70	1.60
Commonwealth	P	.15	.25	.70	1.60
Cooper	P	.30	.40	1.25	3.00
Dr. Burrill	P	.15	.25	.60	1.35
Early Ozark	P	.15	.25	.60	1.35
Excelsior	P	.15	.20	.60	1.35
Gandy	P	.15	.25	.70	1.60
Gibson	P	.15	.20	.60	1.35
Glen Mary	I	.15	.25	.70	1.60
Hundred Dollar	P	.15	.25	.70	1.60
Haverland	I	.15	.25	.70	1.60
Howard No. 17	P	.15	.25	.70	1.60
Kellogg's Prize	I	.15	.60	1.00	2.25
King Wealthy	P	.15	.30	.75	1.80
Lupton	P	.15	.60	1.00	2.25
Marshall	P	.15	.25	.70	1.60
Premier	P	.15	.25	.60	1.35
Peerless	P	.30	.50	1.60	4.00
Pride of Michigan	P	.15	.25	.75	1.80
Parson's Beauty	P	.15	.25	.70	1.60
Pennell	P	.15	.25	.70	1.60
Progressive	P	.30	.50	1.60	4.00
St. Louis	P	.15	.25	.60	1.35
Steven's L. C.	P	.15	.25	.65	1.50
Senator Dunlap	P	.15	.20	.60	1.20
Sample	I	.15	.25	.70	1.60
Uncle Jim	P	.15	.25	.70	1.60
Wm. Belt	P	.15	.30	.75	1.80
Warfield	I	.15	.25	.60	1.35

10 PER CENT DISCOUNT FOR EARLY ORDERS

We will allow 10 per cent discount on all orders accompanied by cash reaching us before March 1st.

